

24	Business Day 208 NEWS 8:24 pm			22
26	Mon 9/22 8:00 pm - 9:00 pm Today's business news and information. CEO Jeffrey Jones; travel industry			20
Mon 9/22	8:00 pm	8:30 pm	9:00 pm	
204 SPRT	Sports Central		NFL Preview	
208 NEWS	Business Day		News	
209 HOME	Design at Home		Decorating	
243 LA 13	Giants @ Dodgers		Postgame Show	
254 LA 24	Business Report	Today in Politics	Roundtable	
258 LA 28	Nexus		Natural World	
280 LA 50	Auto World	Sound Check	The Movie Critics	
288 LA 58	Collector's Hour		Investigation	
18				16
10				
12				

Figure 1
Prior Art

30	Business Day 208 NEWS 8:24 pm	28
32	8:00 pm - 9:00 pm Today's business news and information. CEO Jeffrey Jones; travel industry	

Figure 2
Prior Art

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS

Inventors: Gil Gavriel DUDKIEWICZ et al.

Attorney: Ronald Coslick - 051448-0211

FOLEY & LARDNER - (310) 277-2223

Sheet 2 of 19

Program identifier:	762645819.0405
Program title:	Business Day
Type:	Series
Genre:	News
Series description:	Today's business news and information
Program description:	CEO Jeffrey Jones; travel industry
Channel:	News Network
Date:	09/22/2003
Time:	8:00 pm
Duration:	60 min
Rating:	General
Language:	English
Alternate language:	Spanish
Closed caption:	Yes
Audio type:	Stereo

Conventional program metadata

**Figure 3
Prior Art**

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS

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Attorney: Ronald Coslick - 051448-0211
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Sheet 3 of 19

Program identifier:	762645819.0405
Program title:	Business Day
Program description:	Today's business news and information
Channel:	News Network
Date:	09/22/2003
Time:	8:00 pm
Duration:	60 min
Rating:	General
Language:	English
Alternate language:	Spanish
Closed caption:	Yes
Audio type:	Stereo
Categories:	news,8; business,9; investment,8; ...
Keywords:	Federal Reserve; interest rates; ...
Actors:	
Director:	

Program metadata

Program identifier:	762645819.0405
Program title:	Business Day
Segment identifier:	762645819.0405.0004
Segment title:	Earnings reports
Segment description:	IBM, Dell, Cisco; analyst comments
Channel:	News Network
Date:	09/22/2003
Time:	8:22 pm
Duration:	8 min
Rating:	General
Language:	English
Alternate language:	Spanish
Closed caption:	Yes
Audio type:	Stereo
Categories:	news,8; business,9; earnings,10; technology,7; ...
Keywords:	IBM; Dell; Cisco; analyst; ...
Actors:	
Director:	

Segment metadata

Figure 4

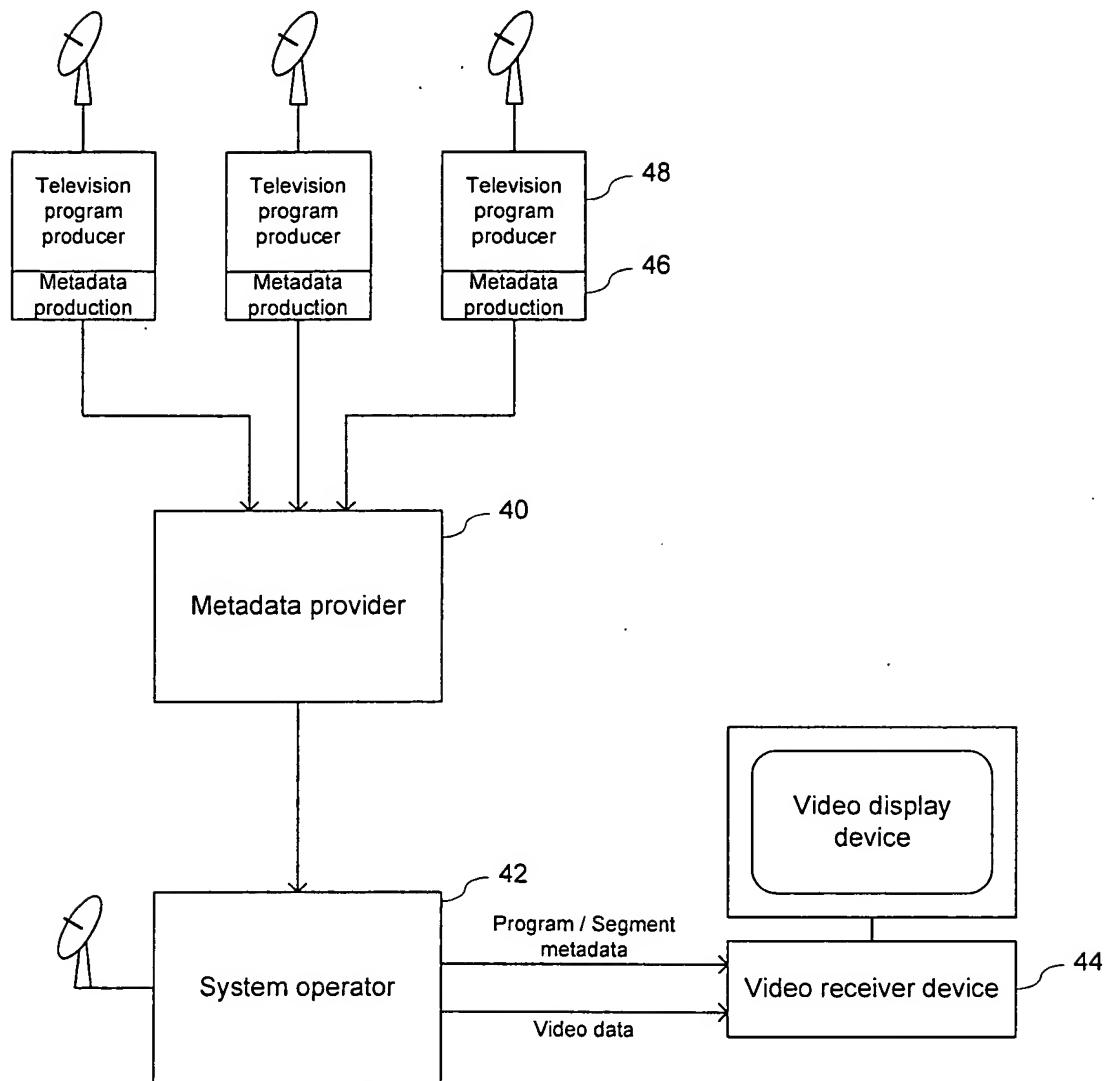


Figure 5

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS

Inventors: Gil Gavriel DUDKIEWICZ et al.

Attorney: Ronald Coslick - 051448-0211

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Sheet 5 of 19

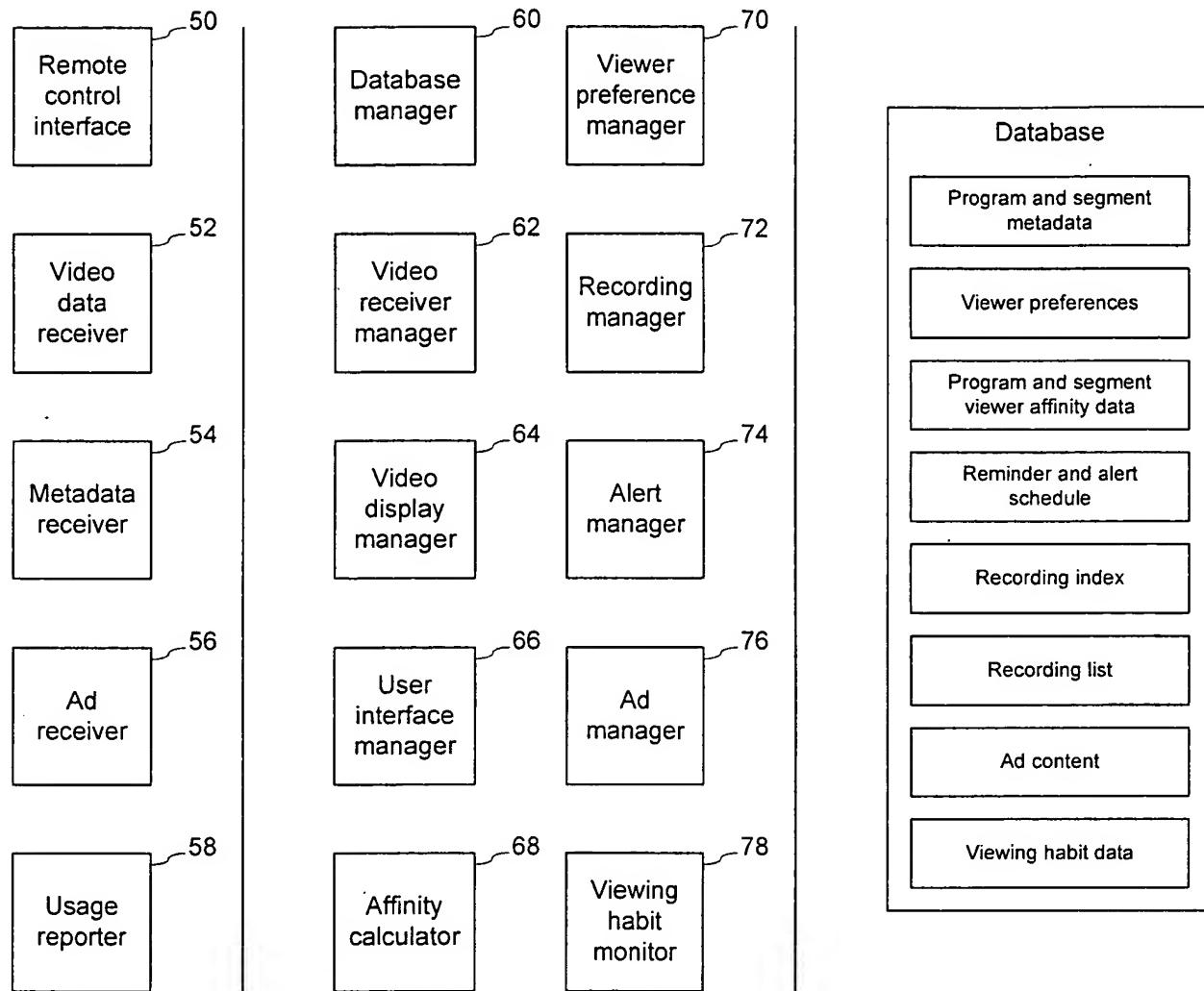


Figure 6

<u>User Command</u>	<u>Device Response</u>
Display guide	<ul style="list-style-type: none">▪ Retrieve metadata objects within a given time and channel range▪ Assemble and display guide:<ul style="list-style-type: none">▪ form program / segment grid▪ display cursor in current program / segment in grid▪ display program description in program window▪ display segment description in segment window
Move cursor	<ul style="list-style-type: none">▪ Retrieve additional metadata objects and update grid, if necessary▪ Display cursor in new program/segment in grid▪ Update contents of program and segment windows
Select program or segment	<ul style="list-style-type: none">▪ If the cursor is located on a current program or segment, tune to the channel of the program or segment▪ If the cursor is on a future program or segment:<ul style="list-style-type: none">▪ if the cursor is on a segment, display option to remind for whole program or segment only, and receive selection▪ schedule reminder for segment or program
Record	<ul style="list-style-type: none">▪ If the cursor is on a current program or segment<ul style="list-style-type: none">▪ if the cursor is on a segment, display option to record whole program or segment only and receive selection▪ begin recording▪ If the cursor is on a future program or segment:<ul style="list-style-type: none">▪ if the cursor is on a segment, display option to record whole program or segment only and receive selection▪ schedule recording▪ If the cursor is on a program or segment has already aired and that is buffered<ul style="list-style-type: none">▪ if the cursor is on a segment and the whole program is buffered, display option to store the whole program or segment only and receive selection▪ store whole program or segment as recorded content

Figure 7a

User Command

Device Response

Filter

- Present user interface for selecting filtering criteria
- Receive filtering criteria
- Retrieve metadata objects based on filtering criteria
- Assemble and display filtered guide

Find more like this

- Retrieve program and segment metadata having categories, keywords, actors or directors in common with a program or segment on which the cursor is located
- Display information about the retrieved programs and segments
OR
- Display user interface showing categories, keywords, actors and directors of the program or segment on which the cursor is located
- Receive input specifying which categories, keywords, actors and directors are of interest
- Retrieve program and segment metadata having the specified categories, keywords, actors or directors
- Display information about the retrieved programs and segments

Update preferences

- Update viewer preferences to reflect approval or disapproval of categories, keywords, actors or directors of a program or segment on which the cursor is located
OR
- Display user interface showing categories, keywords, actors and directors of the program or segment on which the cursor is located
- Receive input specifying which categories, keywords, actors and directors are approved or disapproved
- Update viewer preferences to reflect approval or disapproval of specified categories, keywords, actors or directors

Figure 7b

Business Day: Today's business news and information.				8:27 pm Ch 208	88 90 86 80 82
Mon 9/22 8:00 pm - 9:00 pm					
Segment: Earnings Reports: IBM, Dell, Cisco; analyst comments					
Start: 8:22					
Duration: 8 min					
Mon 9/22	8:00 pm	8:30 pm	9:00 pm		
204 SPRT	Sports Central		NFL Preview		
208 NEWS		Business Day		News	
209 HOME	Design at Home		Decorating		
243 LA 13	Giants @ Dodgers		Postgame Show		
254 LA 24	Business Report	Today in Politics	Roundtable		
258 LA 28	Nexus		Natural World		
280 LA 50	Auto World	Sound Check	The Movie Critics		
288 LA 58	Collector's Hour		Investigation		

Figure 8a

Business Day: Today's business news and information.				8:27 pm Ch 208	88 90 86 80 82
Mon 9/22 8:00 pm - 9:00 pm					
Segment: CEO Interview: Jeffrey Jones of Synthesco					
Start: 8:30					
Duration: 16 min					
Mon 9/22	8:00 pm	8:30 pm	9:00 pm		
204 SPRT	Sports Central		NFL Preview		
208 NEWS		Business Day		News	
209 HOME	Design at Home		Decorating		
243 LA 13	Giants @ Dodgers		Postgame Show		
254 LA 24	Business Report	Today in Politics	Roundtable		
258 LA 28	Nexus		Natural World		
280 LA 50	Auto World	Sound Check	The Movie Critics		
288 LA 58	Collector's Hour		Investigation		

Figure 8b

Business Day: Today's business news and information.			8:27 pm Ch 208	88 } 90 } 86 } 80 } 82 }
Mon 9/22 8:00 pm - 9:00 pm				
Segment: Earnings Reports: IBM, Dell, Cisco; analyst comments				
Start: 8:22				
Duration: 8 min				
Mon 9/22	8:00 pm	8:30 pm	9:00 pm	
204 SPRT	Sports Central		NFL Preview	
208 NEWS	Business Day		News	
				92
209 HOME	Design at Home		Decorating	
243 LA 13	Giants @ Dodgers		Postgame Show	
254 LA 24	Business Report	Today in Politics	Roundtable	
258 LA 28	Nexus		Natural World	
280 LA 50	Auto World	Sound Check	The Movie Critics	
288 LA 58	Collector's Hour		Investigation	

Figure 9a

Business Day: Today's business news and information.			8:27 pm Ch 208	88 } 90 } 86 } 80 } 82 }
Mon 9/22 8:00 pm - 9:00 pm				
Segment: CEO Interview: Jeffrey Jones of Synthesco				
Start: 8:30				
Duration: 16 min				
Mon 9/22	8:00 pm	8:30 pm	9:00 pm	
204 SPRT	Sports Central		NFL Preview	
208 NEWS	Business Day		News	
				92
209 HOME	Design at Home		Decorating	
243 LA 13	Giants @ Dodgers		Postgame Show	
254 LA 24	Business Report	Today in Politics	Roundtable	
258 LA 28	Nexus		Natural World	
280 LA 50	Auto World	Sound Check	The Movie Critics	
288 LA 58	Collector's Hour		Investigation	

Figure 9b

Business Day: Today's business news and information.			8:27 pm	88	
Mon 9/22 8:00 pm - 9:00 pm			Ch 208		
Segment: Earnings Reports: IBM, Dell, Cisco; analyst comments					
Start: 8:22 Duration: 8 min					
Mon 9/22	8:00 pm	8:30 pm	9:00 pm	94	
204 SPRT	Sports Central		NFL Preview	90	
208 NEWS	Business Day		News	86	
209 HOME	Design at Home		Decorating	80	
243 LA 13	Giants @ Dodgers		Postgame Show	84	
254 LA 24	Business Report	Today in Politics	Roundtable	82	
258 LA 28	Nexus		Natural World		
280 LA 50	Auto World	Sound Check	The Movie Critics		
288 LA 58	Collector's Hour		Investigation		

Figure 10a

Business Day: Today's business news and information.			8:27 pm	88	
Mon 9/22 8:00 pm - 9:00 pm			Ch 208		
Segment: CEO Interview: Jeffrey Jones of Synthesco					
Start: 8:30 Duration: 16 min					
Mon 9/22	8:00 pm	8:30 pm	9:00 pm	94	
204 SPRT	Sports Central		NFL Preview	90	
208 NEWS	Business Day		News	86	
209 HOME	Design at Home		Decorating	80	
243 LA 13	Giants @ Dodgers		Postgame Show	84	
254 LA 24	Business Report	Today in Politics	Roundtable	82	
258 LA 28	Nexus		Natural World		
280 LA 50	Auto World	Sound Check	The Movie Critics		
288 LA 58	Collector's Hour		Investigation		

Figure 10b

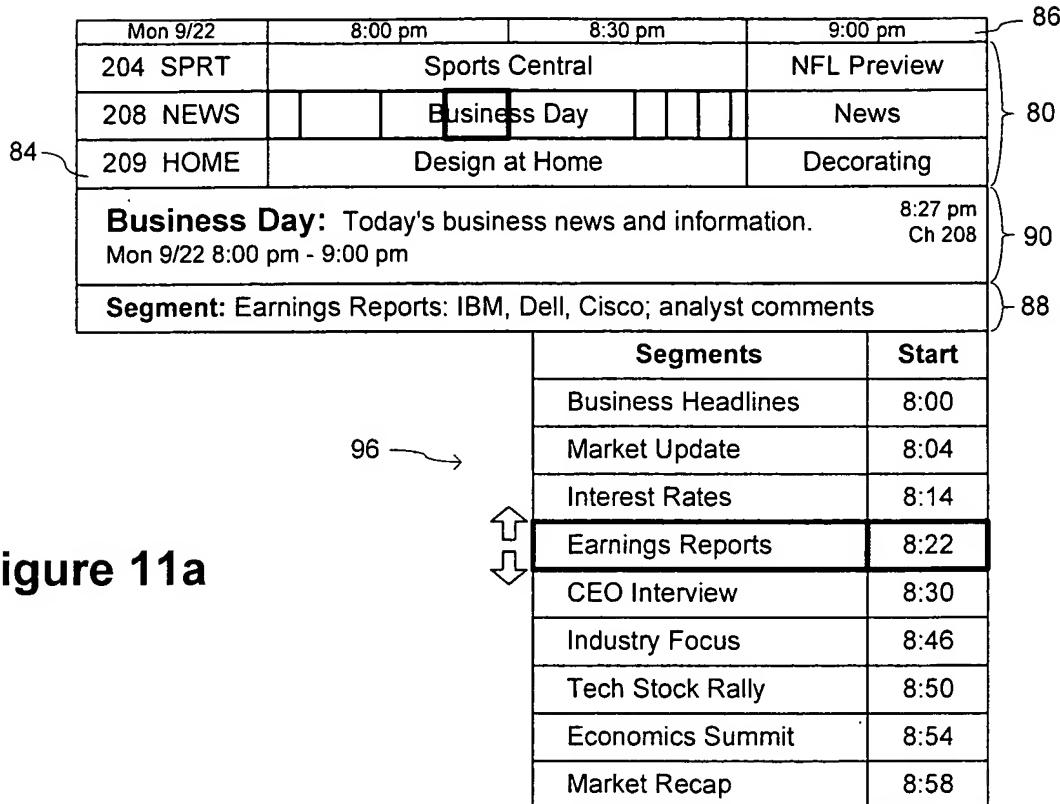


Figure 11a

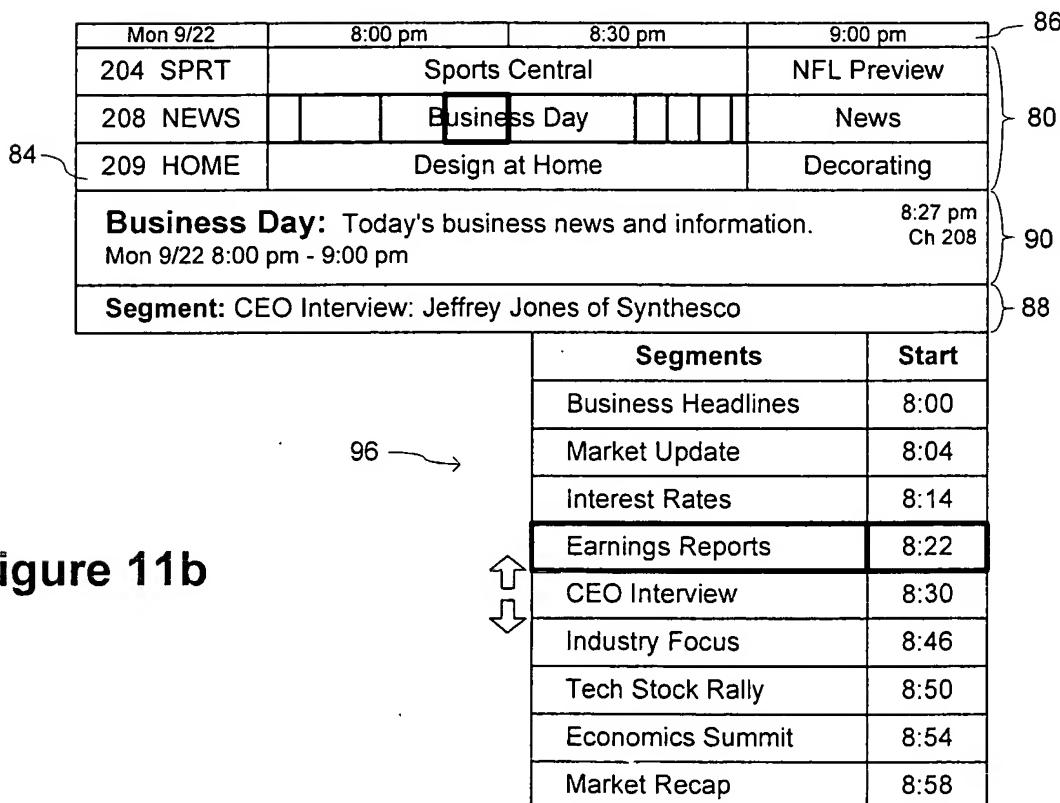


Figure 11b

User Command

Display banner

- Retrieve metadata objects for the current time period and channel
- Assemble and display the banner:
 - form segment fields
 - display cursor in the current segment field
 - display program description in the banner
 - display segment description in the banner

Move cursor

- Display cursor in new segment field
- display segment description of new segment

Select

- Schedule a reminder for the segment on which the cursor is located

Record

- Display option to record whole program or segment only and receive selection
 - if viewer selects record whole program, begin recording and store any buffered portion
 - if viewer selects record segment and segment is current, begin recording
 - if viewer selects record segment and segment is future, schedule recording
 - if viewer selects record segment and segment is buffered, store segment as recorded content

Figure 12a

User Command

Device Response

Find more like this	<ul style="list-style-type: none">▪ Retrieve program and segment metadata having categories, keywords, actors or directors in common with a segment on which the cursor is located▪ Display information about the retrieved programs and segments OR▪ Display user interface showing categories, keywords, actors and directors of the segment on which the cursor is located▪ Receive input specifying which categories, keywords, actors and directors are of interest▪ Retrieve program and segment metadata having the specified categories, keywords, actors or directors▪ Display information about the retrieved programs and segments
Update preferences	<ul style="list-style-type: none">▪ Update viewer preferences to reflect approval or disapproval of categories, keywords, actors or directors of a segment on which the cursor is located OR▪ Display user interface showing categories, keywords, actors and directors of the segment on which the cursor is located▪ Receive input specifying which categories, keywords, actors and directors are approved or disapproved▪ Update viewer preferences to reflect approval or disapproval of specified categories, keywords, actors or directors

Figure 12b

106

Segments	Start
Business Headlines	8:00
Market Update	8:04
Interest Rates	8:14
Earnings Reports	8:22
CEO Interview	8:30
Industry Focus	8:46
Tech Stock Rally	8:50
Economics Summit	8:54
Market Recap	8:58

CH: News 208 Date: 09/22/2003 Start: 8:00 pm Duration: 60 min

Business Day: Today's business news and information. 8:27 pm
Ch 208

Segment: Earnings Reports: IBM, Dell, Cisco; analyst comments

Figure 13a

106

Segments	Start
Business Headlines	8:00
Market Update	8:04
Interest Rates	8:14
Earnings Reports	8:22
CEO Interview	8:30
Industry Focus	8:46
Tech Stock Rally	8:50
Economics Summit	8:54
Market Recap	8:58

CH: News 208 Date: 09/22/2003 Start: 8:00 pm Duration: 60 min

Business Day: Today's business news and information. 8:27 pm
Ch 208

Segment: Industry Focus: Growth returns to the travel industry

Figure 13b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES

WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS

Inventors: Gil Gavriel DUDKIEWICZ et al.

Attorney: Ronald Coslick - 051448-0211

FOLEY & LARDNER - (310) 277-2223

Sheet 15 of 19

Business Day: Today's business news and information.		8:27 pm
Mon. 9/22 8:00 pm - 9:00 pm		Ch 208
Segments		102
Start		
8:14	Interest Rates: Federal reserve meeting and analysis	
8:22	Earnings Reports: IBM, Dell, Cisco, analyst comments	
8:30	CEO Interview: Jeffrey Jones of Synthesco	
		106
		108

Figure 14a

Business Day: Today's business news and information.		8:27 pm
Mon. 9/22 8:00 pm - 9:00 pm		Ch 208
Segments		102
Start		
8:22	Earnings Reports: IBM, Dell, Cisco, analyst comments	
8:30	CEO Interview: Jeffrey Jones of Synthesco	
8:46	Industry Focus: Growth returns to the travel industry	
		106
		108

Figure 14b

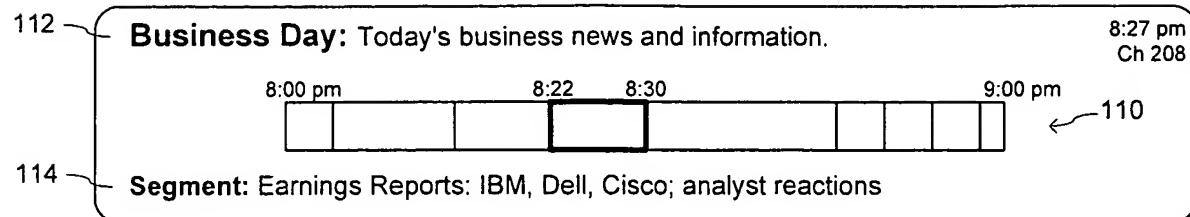


Figure 15a

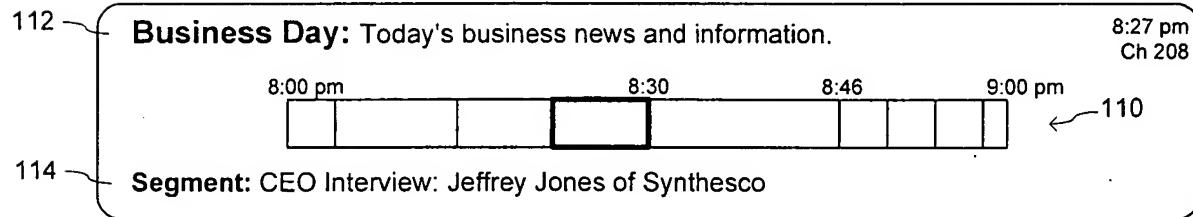
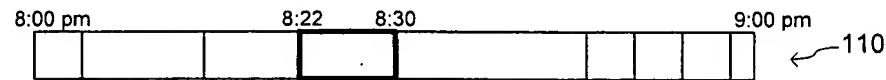


Figure 15b



114 ~ Earnings Reports: IBM, Dell, Cisco; analyst reactions

Figure 16a



114 ~ Industry Focus: Growth returns to the travel industry

Figure 16b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS

Inventors: Gil Gavriel DUDKIEWICZ et al.

Attorney: Ronald Coslick - 051448-0211

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Sheet 17 of 19

88	Business Day: Today's business news and information. 8:27 pm Mon 9/22 8:00 pm - 9:00 pm Ch 208		
90	Segment: Earnings Reports: IBM, Dell, Cisco; analyst comments ★★★ Start: 8:22 Earnings Duration: 8 min IBM		
	Mon 9/22	8:00 pm	8:30 pm
	204 SPRT	Sports Central	
	208 NEWS	Business Day	
	209 HOME	Design at Home	
	243 LA 13	Giants @ Dodgers	
	254 LA 24	Business Report	Today in Politics
	258 LA 28	Nexus	
84	280 LA 50	Auto World	Sound Check
	288 LA 58	Collector's Hour	
			9:00 pm
			NFL Preview
			News
			Decorating
			Postgame Show
			Roundtable
			Natural World
			The Movie Critics
			Investigation

Figure 17a

88	Business Day: Today's business news and information. 8:27 pm Mon 9/22 8:00 pm - 9:00 pm Ch 208		
90	Segment: CEO Interview: Jeffrey Jones of Synthesco ★ Start: 8:30 Business Duration: 16 min		
	Mon 9/22	8:00 pm	8:30 pm
	204 SPRT	Sports Central	
	208 NEWS	Business Day	
	209 HOME	Design at Home	
	243 LA 13	Giants @ Dodgers	
	254 LA 24	Business Report	Today in Politics
	258 LA 28	Nexus	
84	280 LA 50	Auto World	Sound Check
	288 LA 58	Collector's Hour	
			9:00 pm
			NFL Preview
			News
			Decorating
			Postgame Show
			Roundtable
			Natural World
			The Movie Critics
			Investigation

Figure 17b

SEARCHING FOR PROGRAMS AND UPDATING VIEWER PREFERENCES
WITH REFERENCE TO PROGRAM SEGMENT CHARACTERISTICS

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Sheet 18 of 19

Segments	Start	Interest
Peace Talks	9:00	
Presidential Campaigns	9:03	
Supreme Court Decision	9:09	
Business	9:13	100
Sports	9:19	
Entertainment	9:24	
Weather	9:28	

CH: News 208 Date: 09/22/2003 Start: 8:00 pm Duration: 60 min	News: The day's news in thirty minutes.	9:14 pm Ch 208
Segment: Business: market recap; tech rally; oil price spike		104

Figure 18

Find more like:

Program: Business Day Segment: Earnings Reports

Category: **Keyword:**

<input type="checkbox"/> News	<input type="checkbox"/> IBM
<input checked="" type="checkbox"/> Business	<input checked="" type="checkbox"/> Dell
<input type="checkbox"/> Earnings	<input checked="" type="checkbox"/> Cisco
<input checked="" type="checkbox"/> Technology	

Figure 19

134	Approve	136	Disapprove	130
 Category: Keyword:				
<input type="checkbox"/> News	132	<input checked="" type="checkbox"/> IBM		
<input type="checkbox"/> Business		<input checked="" type="checkbox"/> Dell		
<input type="checkbox"/> Earnings		<input checked="" type="checkbox"/> Cisco		
<input type="checkbox"/> Technology				

Figure 20a

Categories:	1 2 3 4 5 6 7 8 9 10	130	
News			
Business		138	
Earnings			
Technology			
 Keywords:			
IBM	<input checked="" type="checkbox"/>	Cisco	<input checked="" type="checkbox"/> 132
Dell	<input checked="" type="checkbox"/>	140	Update

Figure 20b